

1 of 4

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

DEFEND JUSTICE FROM POLITICS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

REVISED ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU-F	630A-7A	NEWS	:30	\$250.00	10/30-11/02	3	1	3	\$750.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*2	M-TU	630A-7A	NEWS	:30	\$250.00	11/05-11/06	1	1	1	\$250.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*3	TU-F	7A-8A	GMA	:30	\$400.00	10/30-11/02	1	1	1	\$400.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*4	M-TU	7A-8A	GMA	:30	\$400.00	11/05-11/06	1	1	1	\$400.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*5	TU-F	8A-9A	GMA	:30	\$400.00	10/30-11/02	2	1	2	\$800.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										

Traffic Order# 31483

Printed: 10/18/2012 10:36 AM
Last Received: 10/18/2012 9:03 AM
Showing Buylines: All Rep & Sta Revised Lines

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Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1547
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm	
Sales Office () WASHINGTON
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Salesperson Phone#	202-955-5342
Salesperson FAX#	202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	M-TU	8A-9A	GMA	:30	\$400.00	11/05-11/06	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*7	TU-F	11A-12P	VIEW	:30	\$200.00	10/30-11/02	3	1	3	\$600.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*9	TU-F	12P-1230P	NEWS	:30	\$125.00	10/30-11/02	3	1	3	\$375.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*10	TU-F	5P-530P	NEWS	:30	\$350.00	10/30-11/02	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*12	M	530P-6P	NEWS	:30	\$500.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*13	TU-F	6P-630P	NEWS	:30	\$800.00	10/30-11/02	2	1	2	\$1,600.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*14	M	6P-630P	NEWS	:30	\$800.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*15	TU-F	630P-7P	NEWS	:30	\$1,000.00	10/30-11/02	1	1	1	\$1,000.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*17	TU-F	7P-730P	MILLIONAIRE	:30	\$400.00	10/30-11/02	2	1	2	\$800.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*19	TU-F	730P-8P	MILLIONAIRE	:30	\$400.00	10/30-11/02	2	1	2	\$800.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*20	M	730P-8P	MILLIONAIRE	:30	\$400.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*21	M	10P-11P	CASTLE	:30	\$1,500.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*22	TU-F	11P-1135P	NEWS	:30	\$650.00	10/30-11/02	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*23	M	11P-1135P	NEWS	:30	\$650.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*24	TU-F	1135P-1205A	NITELINE	:30	\$225.00	10/30-11/02	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*25	M	1135P-1205A	NITELINE	:30	\$225.00	11/05-11/05	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										
	*26	F	10P-11P	20/20	:30	\$1,700.00	11/02-11/02	0	0	0	\$0.00	
		Sales Remark: V9 REVISED										
		V9 Comment Changed, Spots/week Changed										

Rep Order# 9776257 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 31483

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Showing Buylines: All Rep & Sta Revised Lines

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Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product DEFEND JUSTICE
Estimate# 1547
Buyer JANET KATOWITZ
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1547
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*28	SU	6P-630P	WHEEL	:30	\$425.00	11/04-11/04	0	0	0	\$0.00	
	Sales Remark: V9 REVISED											
	V9 Comment Changed, Spots/week Changed											
	*29	SU	630P-7P	NEWS	:30	\$425.00	11/04-11/04	0	0	0	\$0.00	
	Sales Remark: V9 REVISED											
	V9 Comment Changed, Spots/week Changed											
	*30	SU	10P-11P	666 PARK AVE	:30	\$1,800.00	11/04-11/04	0	0	0	\$0.00	
	Sales Remark: V9 REVISED											
	V9 Comment Changed, Spots/week Changed											

---REPORT TOTALS---

Report Totals: 21 / \$7,775.00

---SALES MONTHLY TOTALS---

Nov 12: 26 / \$10,300.00

Sales Totals: 26 / \$10,300.00

Station Totals: 26 / \$10,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$171,667

CABL	0%	UNKN	94%	WBSV	0%	WFLA	0%	WFTS	0%
WTOG	0%	WTSP	0%	WTTA	0%	WTVT	0%	WWSB	6%

---COMPETITIVE COMMENTS---

SHARE EST - WILL FOLLOW UP

Books null
Demos RA35+